

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov - 2022 (NEW COURSE)****Search Engine Techniques & Digital Technology Trends(Core)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q-1 (A) Answer the following questions. (3)

1. A web crawler is also known as _____.
2. In _____, search engines look at whether they find the search terms in important areas of the document—the title, the metadata, the heading tags, and the body of the text.
3. Write the name of Search Engine Components.

Q-1 (B) Answer the following questions. (Any Two) (6)

1. Explain Country specific search.
2. Explain Search Engine components.
3. How Search Engine is working?
4. Explain Types of Queries.

Q-1 (C) Answer the following questions. (Any One) (5)

1. Write short note on Ranking factors.
2. Explain how to determine Searcher Intent and Delivering Relevant & Fresh Content.

Q-2 (A) Answer the following questions. (3)

1. _____ SEO do not require worry about penalized or deindexing.
2. Which type of information one can get from Analytics software?
3. Use SEO for _____ when you have products/services that are directly for sale on your website

Q-2 (B) Answer the following questions. (Any Two) (6)

1. Explain types of SEO.
2. Explain key elements of Ethical SEO.
3. Explain how to use SEO for Raw Traffic.
4. Explain how to use business assets for SEO.

Q-2 (C) Answer the following questions. (Any One) (5)

1. Write short note on Identifying current statistics software and gaining access.
2. Explain how to Audit an Existing Site to Identify SEO Problems

Q-3 (A) Answer the following questions. (3)

1. What is Text Acquisition?
2. Define Web Server.
3. State website Monetization methods.

Q-3 (B) Answer the following questions. (Any Two) (6)

1. Explain Web developer process and tools.
2. How to optimize Flash content?
3. Explain Query process.
4. Explain how to manage Multilanguage in website and discuss its pros and cons.

- Q-3 (C) Answer the following questions. (Any One) (5)
1. Write short note on optimizing flash.
 2. Explain how to use redirects and CMS with the perspective of SEO.
- Q-4 (A) Answer the following questions. (3)
1. What is vertical search?
 2. State full form of ROI.
 3. The keywords having 3 or less than 3 are known as _____.
- Q-4 (B) Answer the following questions. (Any Two) (6)
1. Explain types of keywords and how it is useful?
 2. Explain how keyword research tool is useful for SEO?
 3. Explain Domain Expertise.
 4. Discuss effect of seasonality on keyword demand.
- Q-4 (C) Answer the following questions. (Any One) (5)
1. Explain in detail any two keyword research tools.
 2. Explain how to optimize image and product search?
- Q-5 (A) Answer the following questions. (3)
1. _____ is basic components of block chain
 2. _____ means experiencing things through our computers, which really does not exist.
 3. A blockchain is a growing list of records called blocks that are linked using _____.
- Q-5 (B) Answer the following questions. (Any Two) (6)
1. Explain difference between digital business and e-commerce.
 2. Explain history of Augmented Reality.
 3. Explain opportunities of Augmented Reality.
 4. Explain difference between Augmented Reality and Virtual Reality.
- Q-5 (C) Answer the following questions. (Any One) (5)
1. Explain Digital business opportunity and risk and barriers.
 2. Write short note on Block chain features and how it works?
